

## Electrical Appliance Gifts Give Pleasure Long After Holidays

A truly ideal Christmas gift is one that keeps on giving pleasure long after the holidays have passed. Electrical appliance gifts not only provide the answer, but also have several features which make them unique.

They are gifts that the family can share and put to good use. Besides being practical, today's appliances add a note of beauty to the home.

Most major appliances can

now be had in soft porcelain colors that will harmonize with any kitchen color scheme. Some come with copper, stainless steel or metal metal trim in addition to the standard chrome.

The size of the family or of the home presents no problem to the new refrigerators, which now appear to be less bulky, while offering more storage space than ever before. Many standard models feature door storage for small items; others

offer easily accessible shelves. Most feature a sizeable compartment for frozen food packages.

As attractive as the refrigerators and available in matching colors are this season's models of ranges, deep freezers, washers, dryers and ironers. And, to put stars in mother's eyes—give her a new automatic dish-washer, which will save her the task of washing close to 3000 dishes per week for a family of four.

These appliances, of course, rank in the "major" class and require a major outlay, which may not fit within the bounds of your budget. Your real gold mine of gift material is to be found in the small housewares department. Less expensive, these make excellent gifts for one family to give another.

Frequently overlooked is the liquefier-blender, a fairly recent adjunct to house keeping. Chances are good that the housewife or family you're buying for doesn't already have one.

The following roll call of gifts for the kitchen and dinette should offer at least one good suggestion:

Toaster, mixed, automatic coffee maker, coffee grinder, roaster-broiler, roaster-oven, juicer, deep fat fryer, automatic skillet, egg cooker, ice cream freezer, hotplate, waffle iron, sandwich grill, knife sharpener.

Many appliances formerly belonging strictly to the kitchen now make attractive accessories to even the most elaborate dinner.

Electric trivets and hot trays keep food and beverages at serving temperature; and automatic casseroles and sectioned ceramic servers, electrically heated, are beautiful and practical accessories for buffet suppers.

If the family you're buying for enjoys dining on the patio, a good gift would be a portable refrigerator, an electric charcoal starter, or a set of garden lamps. You'll find lamps and electric clocks to suit every room in the house and harmonize with any decor.

Other suggestions for adding to the pleasure and comfort of your friends and family are: an electric blanket or electric sheet, a heating pad or a vaporizer.

Even the bathroom is not overlooked as the setting for small appliances gifts. Your thoughtfulness will be appreciated for such things as a massager, foot vibrator, electric shaver, hair dryer, or sun lamp.

Plan your gift list early and let your shopping tour include a stop at your appliance dealers. You'll turn up other suggestions and get a head start on a Merry Christmas!



SPORT SHIRTS AT CHRISTMAS will please any man—especially when they're of lightweight wool fabrics in the season's newest designs and colors. These shirts are in featherweight wool challis; one with a smart geometric pattern and the other in gay polka dots. Both are long-sleeved.

## New Fabrics Offered In Clothing for Men

This year gift shopping for men's clothing gifts is more interesting than ever before! Styles are different! There's a rich variety of colors and patterns, and wonderful new fabrics to choose from.

Perhaps the men on your gift list aren't very style-conscious, but these good-looking, practical gifts will certainly inspire them! The man who knows clothes, will appreciate these handsome additions to his wardrobe.

**Praise-Worthy Shirts**  
All men will appreciate a new addition to their shirt stock. Choose a sparkling white (or popular pastel) dress shirt for him in his favorite collar and cuff style.

For formal wear, there are new pleated-front dress shirts. A rich cummerbund would be a perfect companion gift with a formal shirt.

In sportshirts, the choice is unlimited as to fabric, style and color. He'll be sure to like one of the new orlon jersey pullover shirts, a soft wool plaid shirt, or a blazer striped shirt.

**New Bulky Knits**  
New this year are the bulky knit sweaters in wool, orlon, dacron or nylon. There are styles for every age and every type of male; striped sweaters, new "Italian-look" pullovers, V-neck sweaters and popular Scandinavian ski sweaters. In a wide range of colorful patterns.

**Jackets and Surcoats**  
Wonderful for week ends, driving and leisure wear are the new carcoats, or surcoats. Choose from rich-looking suedes, loden cloth, corduroy, covert or tweed coats. Most favored is the single breasted style, often with leather buttons, or toggle fastenings.

An all-wool Glen plaid, tweed, or Ivy league striped, sport jacket, styled in the new slim lines, will be sure to please.

Comfort is the prime requisite for men's leisure wear, but style is important too! You'll find smart, new pajamas with slack-styled bottoms and T-shirt tops, or ski style knit pajamas... ideal for lounging or sleeping. The popular coat-style pajamas are shown in warm flannel or broadcloth, in a great

variety of colors and patterns. A colorful wool-orklon and wool plaid robe, or wool flannel with a pocket monogram, would be an appreciated gift. If he travels, a matching robe and pajama set in a travel case, will hit the spot.

**Accessories**  
Other "little" gift ideas are: matching wool scarf and glove sets, leather gloves, ties, stretch socks, a plaid or checked vest and a gift certificate for a new hat or shoes.



LIVELY PLAID tailored robes for the men of the family, in warm and washable Vicara. Soft as a morning breeze and comfortable as an old shoe, but so handsomely masculine!

## Hat Certificates Good Gifts for Men

Advice to ladies: You can suit most men's taste with clothing gifts, but DON'T try to buy him a hat!

The matter of style, color and width of the brim is a highly individual matter. Your best idea is to buy him a Hat Gift Certificate and let him choose his own.

Many stores have attractive gift containers in the shape of a miniature hat box, with certificates ranging from \$5.00 up.

Most of the town hats feature narrower brims and more tapered crowns. The Tyrolean is the popular hat for sports and leisure wear.

The color range this year is more extensive than ever before. The happy man with a gift certificate will be able to find just the hat to suit his personality and his wardrobe!

## Wallet or Billfold Suggested for Men

Since good grooming and a smart appearance both extend to the accessories a man uses every day, a new wallet or billfold is always a wise gift choice.

Any piece of personal leather goods, however, should be selected with the habits of the user in mind; a salesman will like a billfold with special pockets for his business cards; the executive who jots notes will appreciate one which fits his inside coat pocket, complete with pad and pencil.

## Furniture Gifts For Entire Family Always Welcome

Give new beauty and comfort to your home with long-lasting furniture gifts that the entire family will enjoy!

**Personal Chairs**  
Dad can really relax in comfort in his own adjustable lounge chair with a built-in footrest. Choose from leathers or textured upholstery in his favorite color.

Mother will like a lounge chair too, or a handsome upholstered chaise lounge for her bedroom.

A gay print slipper chair will brighten a young girl's room. Even the youngsters can sit in style in rockers or TV chairs, scaled to their size.

**Brighten the Home**  
Smart wall, table or floor lamps will brighten and add a smart touch to every room. Small or large, slender or bulky; in china or metal, you'll find a large selection of new lamps to suit every decor and every budget.

You'll find that almost every room in the home can use an extra table. Why not give a handy metal utility table for the kitchen; cocktail, step or lamp tables for the living room; convenient bedside tables for all the bedrooms, or a large size card table for the den.

**Personal Gifts**  
High on the list of favorite gifts for women of all ages are cedar chests. The new upright chests are attractively styled like a chest of drawers and make a handsome addition to any room. You can choose from a wide variety of styles and colors. Leather, simulated leather and upholstered hassocks come in all sizes and decorator colors. A gift that gives added comfort to everyone.

Every member of the family will appreciate a desk of his own! Mother will like a small desk in the kitchen or in the bedroom for her budgets and personal use. Dad will certainly like a spacious man-sized desk in the den. A smart new desk will make homework more fun for school-age boys and girls.

**Patio Furniture**  
Patio furniture gifts are something everyone will use and enjoy the year round. Outdoor furniture is now so smartly styled, that it can also be used in the den or rumpus room during cold weather. Choose from lightweight aluminum, bamboo, redwood or wrought iron pieces with colorful, washable upholstery.

Give the home presents with a long and happy future... smart and useful furniture.

## Yuletide Greetings In Foreign Languages

Wherever you go, however it's said... the heartfelt meaning is the same the world over... "Merry Christmas."

Check this list of holiday greetings in other languages and surprise your friends this Christmas!

Greet your Swedish friends with "Glad Jul"; Norwegians with "Gledelig Jul" or Danish friends with "Glaedelig Jul."

A Spanish-speaking friend will be pleased to hear "Feliz Navidad" and Portuguese, "Boas Festas."

Italians say "Buone Feste Natalizie," French, "Joyeux Noel" and the Irish "Nodlaig Mhath Chugnat."

To a Welshman, say "Nadolig Llawen"; to a Ukrainian say, "Srozhdestvom Krisovym."

Polish people will happily respond to your "Weselych Swiat" and Germans to "Froeliche Wientachten."

Your accent may not be perfect, but they'll know from your cheerful voice and friendly smile that you mean "Merry Christmas, everybody!"



THE PINT-SIZED CHRISTMASS SHOPPER gifts his Dad with a long-sleeved sport sweater of 75% lambs wool and 25% orlon with smart V-neck trimmed in a contrasting color. Dad's shirt is a gay, horizontally striped cotton shirt—another grand gift item.



TRUE COFFEE lovers will thrill to the gift of an electric coffee mill. Just flip the switch and you grind your coffee the way you want it, when you want it. Color matched to blend with any kitchen decor.

## Version of Giving At Christmas Time

There are many interesting versions as to how the custom of gift giving at Christmas time started.

One legend states that gift giving at Yule time originated in ancient England, where it was once custom to hang kissing rings in the great halls. These rings were decorated with mistletoe and were the key for a pleasant holiday pastime. It is said that the young knights and ladies would come to the kissing rings with Christmas roses for their secret sweetheart.

This started it all. Now gift giving is traditional.

We are all familiar with the Christmas story, but how many remember the names of the three Wise Men? . . . Melchior, Gaspar and Balthazar!

## Santa Claus Legend Goes Back to 1,600 Years Ago

For over ninety years, we have pictured the traditional Santa Claus as a rotund jolly elf with snow beard and mustache, dressed in red and white. This image of Santa Claus has been dear to the hearts of youngsters since 1863 when it first appeared.

But have you ever wondered where the legend of Santa Claus began?

About 1600 years ago, a young boy named Nicholas lived in what is now part of southwestern Turkey. Even as a boy, he was known for his piety and generosity. Later he became the Bishop of Myra.

There is a famous story of how Nicholas found a poor nobleman who could not afford dowries for his three beautiful daughters.

Secretly on three different nights, Nicholas tossed a bag of gold through the windows of their home. Then the daughters were able to be married.

Down through the centuries the story of St. Nicholas was carried to other countries and when unexpected gifts appeared, they were attributed to him.

"Sint Niklaas" came to America through our early Dutch settlers. Later the name was

changed to Santa Claus.

The picture of Santa Claus as we know him, was created by Thomas Nast to illustrate Dr. Clement Moore's famous poem, "The Night Before Christmas."

The drawings which Nast made to illustrate this epic poem show Santa as the now-familiar figure.

Nast drew Santa Claus as a jolly gentleman, dressed in red, wearing cap and boots and carrying a huge pack-full of toys and treasures. . . and this is the jolly old elf we know and love so well.

## Christmas Tree May Hail From Germany

The Christmas tree, now almost a universal symbol, probably came to America from Germany, although tradition has it that Christmas trees originated in Egypt. The palm tree is supposed to put forth a branch every month, and a spray of this tree, with 12 shoots on it, was used in Egypt.

German writers mention the tree as early as 1605. The German prince Albert, consort of Queen Victoria, introduced the Christmas tree in England when he had a tree for his daughter.

# Christmas Gifts

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